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Profile of a Dynamic Market

B WLING

BOWLING

One of the most popular participation sports in America

If you are marketing products or services with broad-based appeal, take a good look at bowling as a marketing tool. Whether your target market is youth, active adults or seniors; upscale or budget conscious; white collar or blue; bowling provides access to, and a common point of recognition for, millions of people.

Take advantage of the nation-wide popularity of bowling in your next advertising or promotion campaign.

Tie-in to thousands of bowling centers across the country in a joint promotion, or to millions of competitive bowlers in a tournament sponsorship.

Use bowling as a theme, or a new state-of-the-art bowling center as a background for your next television commercial.

Bowling will make a difference in your next marketing effort and the National Bowling Council can help you get it rolling!

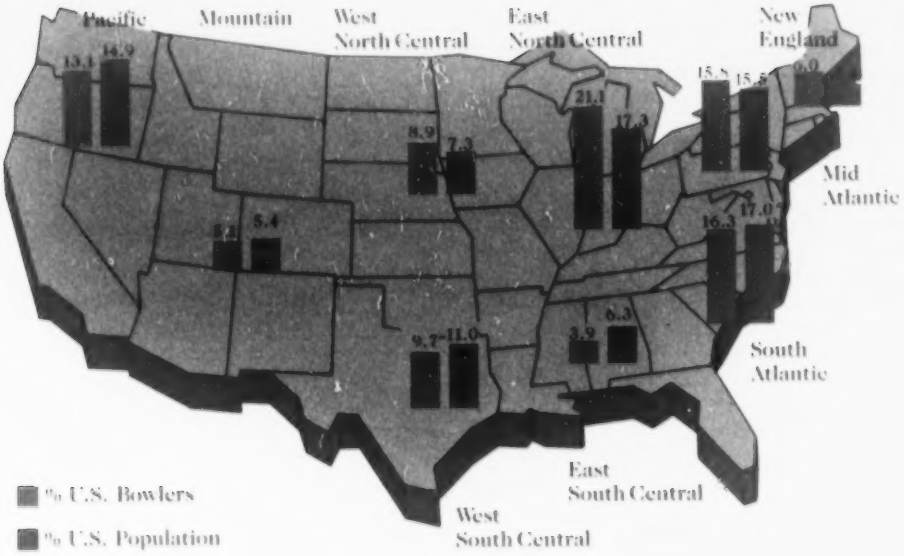
Bowling is popular nationwide and year-round

Because bowling is an indoor, all-weather sport, you will find bowlers throughout the country, in small towns and large, along the lines of the general population. Bowling has a nationwide year-round appeal — unlike some participant sports which can only be played under specific conditions.

If you want nationwide year-round exposure, bowling has it. Anytime, anywhere people want to have fun and enjoy the relaxation and competition of sport, a bowling center is just a short distance away.

Sources: Market Facts, 1989
U.S. Department of Commerce,
Bureau of the Census
Series P-25, #1024, 1989

Geographic Region

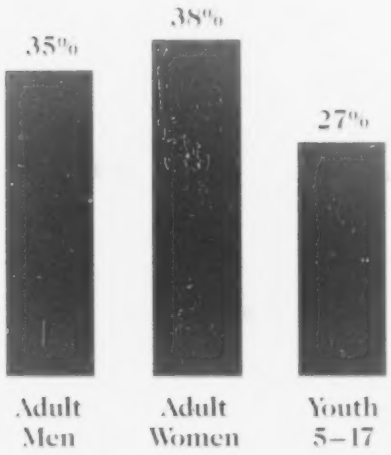


One of every three Americans bowls

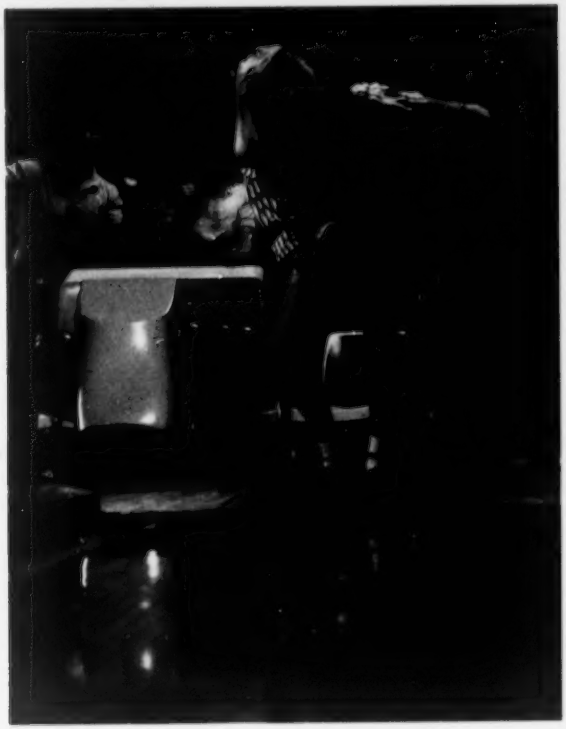
This massive participant sport is enjoyed by one out of every three men, women, and children in the country today. In fact, 9 out of every 10 Americans have bowled at least once in their lifetime.

There are 71 million bowlers who visit thousands of neighborhood bowling centers across the nation at least once each year. Those 71 million men, women and children bowl an average of 10.8 times per year . . . That's 766.8 million visits this year alone, or about 15 million visits every week!

Market Balance



Source: Market Facts, Inc., 1989.



Bowling is a massive organized market

Bowling isn't just one of the most popular sports in America, it is also one of the most organized.

Seven million youth, adults and seniors regularly participate in hundreds of thousands of sanctioned leagues throughout the country.

League Bowling

Adult Men League Bowlers:	3 million
Adult Women League Bowlers:	3 million
Youth League Bowlers:	1 million
Total	7 million

Sources: American Bowling Congress, 1989
Women's International Bowling Congress, 1989
Young American Bowling Alliance, 1989

DEMOGRAPHICS

Bowlers constitute a huge market with real purchasing power

Bowlers form a massive market segment. Their incomes, education, household size, and lifestyles make them heavy consumers of a wide variety of products and services. Most bowlers are very enthusiastic about their sport and relate strongly and positively to bowling promotions and media depictions of the sport.

America's bowlers . . . Once you see their attractive income, occupation, and education demographics, you'll know why bowlers are the great American market.

Bowlers offer attractive demographics

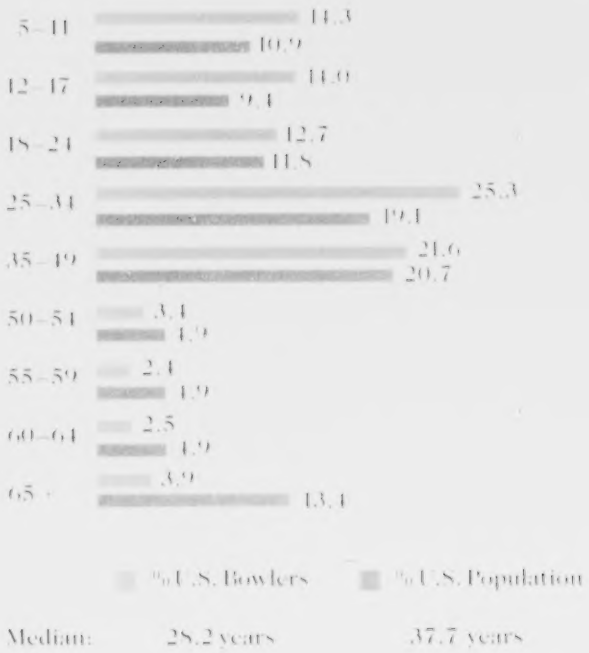
America's bowlers represent an attractive market. They offer a broad spectrum of consumer characteristics in terms of who they are, where they live, and how much they earn. Bowlers are younger, more affluent and better educated than the national average.

Sources: Market Facts, 1989
U.S. Department of Commerce, Bureau of the Census, 1989

Bowler Profile

Profile	U.S. Bowlers	U.S. Population
Median Age	28.2 yrs.	37.7 yrs.
18–34	38.0%	30.9%
18–49	59.6%	51.6%
25–49	46.9%	39.8%
Income		
Households with Income		
$35,000 +	47.0%	35.7%
Median Household Income	$33,300	$25,986
Education Level Attained		
Graduated Attended College	52.7%	36.7%
High School Graduate	93.7%	75.9%
Occupation		
Professional Specialty	17.9%	12.3%
Executive Administrative		
Managerial	14.3%	11.4%
Households		
Married	74.6%	59.1%
Own Home	75.9%	63.9%
Mean Household Size	3.5 persons	2.6 persons

Age



Bowling is popular with all age groups

Bowling is a life-time sport that knows no age barrier. All ages enjoy the relaxation and sociability of the game through leagues as well as casual bowling.

The majority of league and casual bowlers fall into the 18–49 age category—the people who purchase the bulk of the products and services sold in the United States. Bowlers represent a very important, and lucrative, mass market.

Heart of the Market

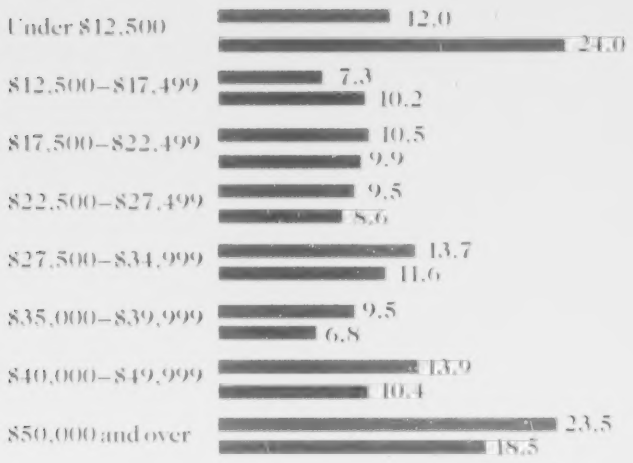
38.0%	are aged 18–34
59.6%	are aged 18–49
46.9%	are aged 25–49

Sources: Market Facts, 1989
U.S. Department of Commerce,
Bureau of the Census
Series P-25, #1022, 1989

Bowlers exceed the national average in income

When it comes to income, bowlers do quite well. Their median household income is $33,300, more than $7,300 higher than the U.S. median. Forty-seven percent have annual household incomes over $35,000 and 24 percent over $50,000. Because of their numbers and solid incomes, purchasing power is one reason bowlers are the great American market.

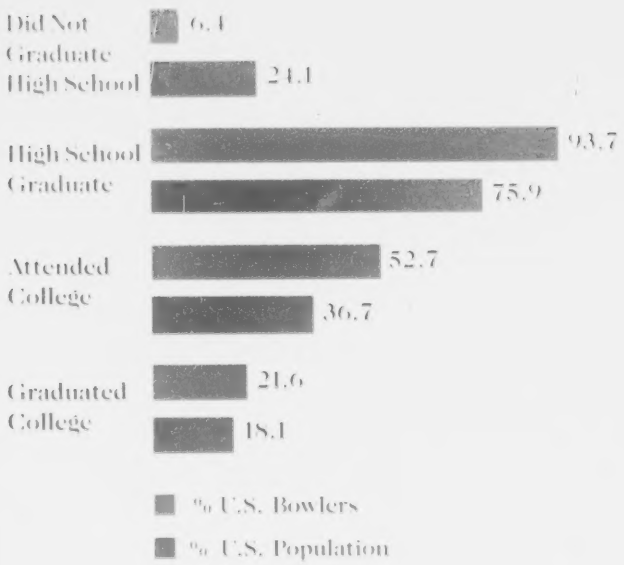
Total Annual Household Income



Median:	$33,300	$25,986
Mean:	$37,200	$32,144

Sources: Market Facts, 1989
U.S. Department of Commerce,
Bureau of the Census
Housing Division, 1989

Education Level Attained



Bowlers are better educated than the national average

Today, three out of every ten adults in the United States have some college training. When bowlers are singled out, research shows that five out of every ten have some college training. Bowlers also exceed the national average in the percentage of college graduates in their ranks.

Sources: Market Facts, 1989
U.S. Department of Commerce,
Bureau of the Census
Series P-20, #428, 1989

Bowlers come from all walks of life

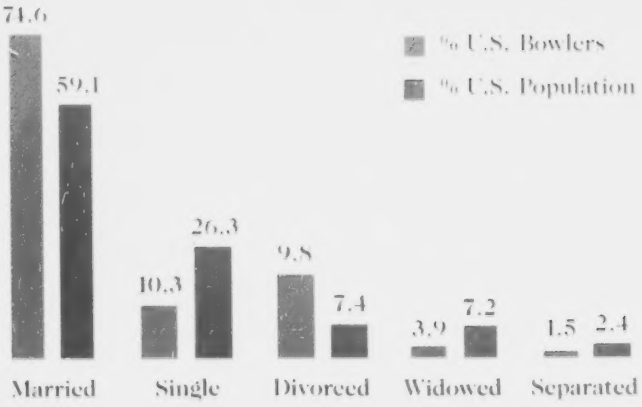
Although one-third of adult bowlers are managers or professionals, you'll find people from all walks of life at a bowling center. In fact, ask the people in your office and you'll probably find that you're working with a bowler.

Sources: Market Facts, 1989
U.S. Department of Commerce,
Bureau of Labor Statistics, 1989

Occupation

	% U.S. Bowlers	% U.S Population
Professional Specialty	17.9	12.3
Executive Administrative Managerial	14.3	11.4
Administrative Support including Clerical	30.1	15.8
Sales	9.7	12.2
Precision Production Craft Repair	3.5	11.5
Operator Fabricator Laborer	6.2	15.8
Farming Forestry Fishing	1.1	3.2
Service	12.7	14.5
Technician Related Support Other	4.5	3.1

Marital Status



Bowlers are family-oriented

Bowlers' family orientation shows up in their households . . . and household purchases. Of course these statistics are to be expected, since bowling appeals to families as a sport in which both young and old can compete and enjoy a relaxing pastime together.

A majority of the adult bowlers in the U.S. are married. Three-fourths of the bowling households boast three or more members. Bowlers also provide a stable market, with 76 percent of bowlers owning their homes.

Sources: Market Facts, 1989
U.S. Department of Commerce, Bureau of the Census
Series P-20, #433, 1989

Household Size

Size	% U.S. Bowlers	% U.S. Population
1	8.5	24.0
2	18.2	32.2
3	20.9	17.7
4	29.7	15.5
5	14.4	6.7
6	5.9	2.4
7 +	2.3	1.4
MEAN	3.5 persons	2.6 persons

Home Ownership

Ownership	% U.S. Bowlers	% U.S. Population
Own	75.9	63.9
Do Not Own	24.1	36.1

Sources: Market Facts, 1989
U.S. Department of Commerce,
Bureau of the Census
Series P-20, #437, 1989

Whatever your product or service, investigate bowlers...

The Great American Market

Sources: Data for this profile was gathered from a sample of 15,000 demographically-balanced, nationally representative households. The bowling participation of 26,171 persons was surveyed to provide this profile of persons 5 years of age and older, who have bowled one or more times in the past year.

If you have any questions not answered by this profile, contact the National Bowling Council. We have been the marketing arm of the sport since 1943, and have helped scores of companies improve their bottom line through bowling.